

ABSTRACT OF THE DISCLOSURE

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15 A system and method for purchasing Pay Per View ("PPV") television events by using a wireless communications device such as a cellular phone having Wireless Application Protocol Technology. The system and method of the present invention allows a subscriber, when away from home, to purchase PPV events for the subscriber's television system by using a WAP-enabled cellular phone or PDA and accessing a database on a server wherein the database is also WAP-enabled. The present invention uses a wireless Internet connection to facilitate a wireless purchase of a PPV event thus resulting in immediate processing, billing and accounting. The subscriber can view PPV event schedules and purchase PPV events by selecting the desired event directly from the display screen on the subscriber's cellular telephone. A reminder message can be sent to the subscriber's cellular telephone minutes before the start of the event.

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